

Rep Order# 6844804 Ver# 1 Status New Traffic Order# Printed: 08/27/2012 7:55 AM 1 of 4

EC'd Yes Last Received: 08/26/2012 8:00 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () MUNDY KATOWITZ MEDIA INC Rep Firm
Advertiser () PRIORITIES USA ACTI 1322 G. STREET SE Sales Office () PHILADELPHIA
Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson () ANJIE BRADY
Estimate# 1560 Agency C/P1/P2/E 321/340/1560
Buyer CASEY BESSETTE Flight Dates 09/11/2012 - 09/17/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$18,950
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/13-09/13	1	1	1	\$700.00	
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	09/17-09/17	1	1	1	\$700.00	
	3	F	6A-7A	AM NEWS	:30	\$2,000.00	09/14-09/14	1	1	1	\$2,000.00	
	4	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	09/13-09/13	1	1	1	\$2,000.00	
	5	M	7A-9A	TODAY SHOW	:30	\$2,000.00	09/17-09/17	1	1	1	\$2,000.00	
	6	F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/14-09/14	1	1	1	\$500.00	
	7	M	9A-10A	TODAY SHOW 2	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
	8	W	10A-11A	TODAY SHOW 3	:30	\$400.00	09/12-09/12	1	1	1	\$400.00	
	9	W	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/12-09/12	1	1	1	\$200.00	
	10	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/13-09/13	1	1	1	\$200.00	
	11	TH	12P-1P	NOON NEWS	:30	\$300.00	09/13-09/13	1	1	1	\$300.00	

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	12	M	12P-1P	NOON NEWS	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	13	W	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/12-09/12	1	1	1	\$350.00	
	14	F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/14-09/14	1	1	1	\$350.00	
	15	W	2P-3P	THE DOCTORS	:30	\$200.00	09/12-09/12	1	1	1	\$200.00	
	16	M	2P-3P	THE DOCTORS	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	17	F	4P-5P	ANDERSON COOPER	:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
	18	W	6P-630P	6PM NEWS	:30	\$2,000.00	09/12-09/12	1	1	1	\$2,000.00	
	19	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/12-09/12	1	1	1	\$500.00	
	20	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
	21	F	1235A-135A	JIMMY FALLON	:30	\$150.00	09/14-09/14	1	1	1	\$150.00	
	22	W	430A-459A	EARLY TODAY	:30	\$200.00	09/12-09/12	1	1	1	\$200.00	
	23	TU	430A-459A	EARLY TODAY	:30	\$200.00	09/11-09/11	1	1	1	\$200.00	
	24	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	25	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/15-09/15	1	1	1	\$800.00	
	26	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	27	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	09/15-09/15	1	1	1	\$300.00	

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	28	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	29	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
	30	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	31	SU	12A-1A	BROTHERS & SISTERS	:30	\$150.00	09/16-09/16	1	1	1	\$150.00	

--REPORT TOTALS--
Report Totals: 31 / \$18,950.00

--SALES MONTHLY TOTALS--

Sep 12: 31 / \$18,950.00
Sales Totals: 31 / \$18,950.00
Station Totals: 31 / \$18,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$57,424	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

-- CREDIT RISK ---
CASH IN ADVANCE

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